Press Release

NMMA's Frank Hugelmeyer Elected as the New ICOMIA Board President

29 May 2025. Following the 59th ICOMIA Annual General Meeting on 29 May 2025, Frank Hugelmeyer, President and CEO of the National Marine Manufacturers Association (NMMA), was elected the new ICOMIA Board President for a two-year term.

Headquartered in Washington D.C., Hugelmeyer has led NMMA since 2019 and advanced the interests of the entire North American recreational boating industry, including the manufacturers who collectively produce 80% of marine products used in North America. During his tenure, NMMA has successfully advocated and expanded the market for recreational boating across North America. From weathering the global pandemic and elevating the industry's political voice within Ottawa, Canada,

Washington D.C. and state governments to enhancing the industry's consumer visibility and welcoming more people to boating through Discover Boating – all while strengthening NMMA's balance sheet – Hugelmeyer's leadership has supported NMMA members in securing the North American industry's footing as a $230 billion economic engine.

Over the past twenty-five years, Hugelmeyer was chief executive officer for three of America's leading outdoor recreation trade associations and board director for numerous influential U.S. and international outdoor recreation-related organizations. As a founding board member for the Sustainable Apparel Coalition, a global non-profit that assists companies to measure and reduce their environmental footprint, and co-founder of the Outdoor Recreation Roundtable, a coalition uniting America's $1.2 trillion outdoor economy to advance public policy and economic growth, Hugelmeyer has played a pivotal role in expanding and elevating the outdoor recreation industry.

Most recently, Hugelmeyer partnered with outgoing ICOMIA President Darren Vaux and CEO Joe Lynch to launch ICOMIA's global Propelling Our Future initiative, establishing a forward-looking framework for innovation and sustainability across international recreational marine markets.

Hugelmeyer said: "It is a special honour to be elected President of the ICOMIA board on behalf of the NMMA, and to have the opportunity to serve the global recreational marine industry at such a pivotal time. I look forward to working in close partnership with ICOMIA members around the world to chart a collaborative course forward for our industry that is rooted in economic prosperity, innovation, and outdoor enjoyment."

At the ICOMIA AGM several positions were voted on including four new Board Members: Alpaslan Sirkecioglu of YATED, Türkiye; Jose Luis Fayos of ANEN, Spain; Mats Eriksson of SWEBOAT, Sweden and Andrew Scott of BIA, Australia.

The Board also voted for a new Vice President, Jarkko Pajusalo of FINNBOAT, Finland.

To find out more about ICOMIA visit https://www.icomia.org/.

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For more information about this press release, please contact Emma Potter at emma@icomia.com

About ICOMIA

About the International Council of Marine Industry Associations (ICOMIA)

ICOMIA brings together a wide range of national marine industry associations into one global organisation and represents them at an international level, presenting a strong and united voice when dealing with issues challenging the industry. ICOMIA has been an active advocate for the international marine industry since 1966, working with authorities, regulatory bodies and related organisations to facilitate and encourage the growth of the worldwide recreational marine industry whilst keeping on top of policies and guidance to ensure the promotion, protection and growth of the industry www.icomia.org.

28 May 2025

